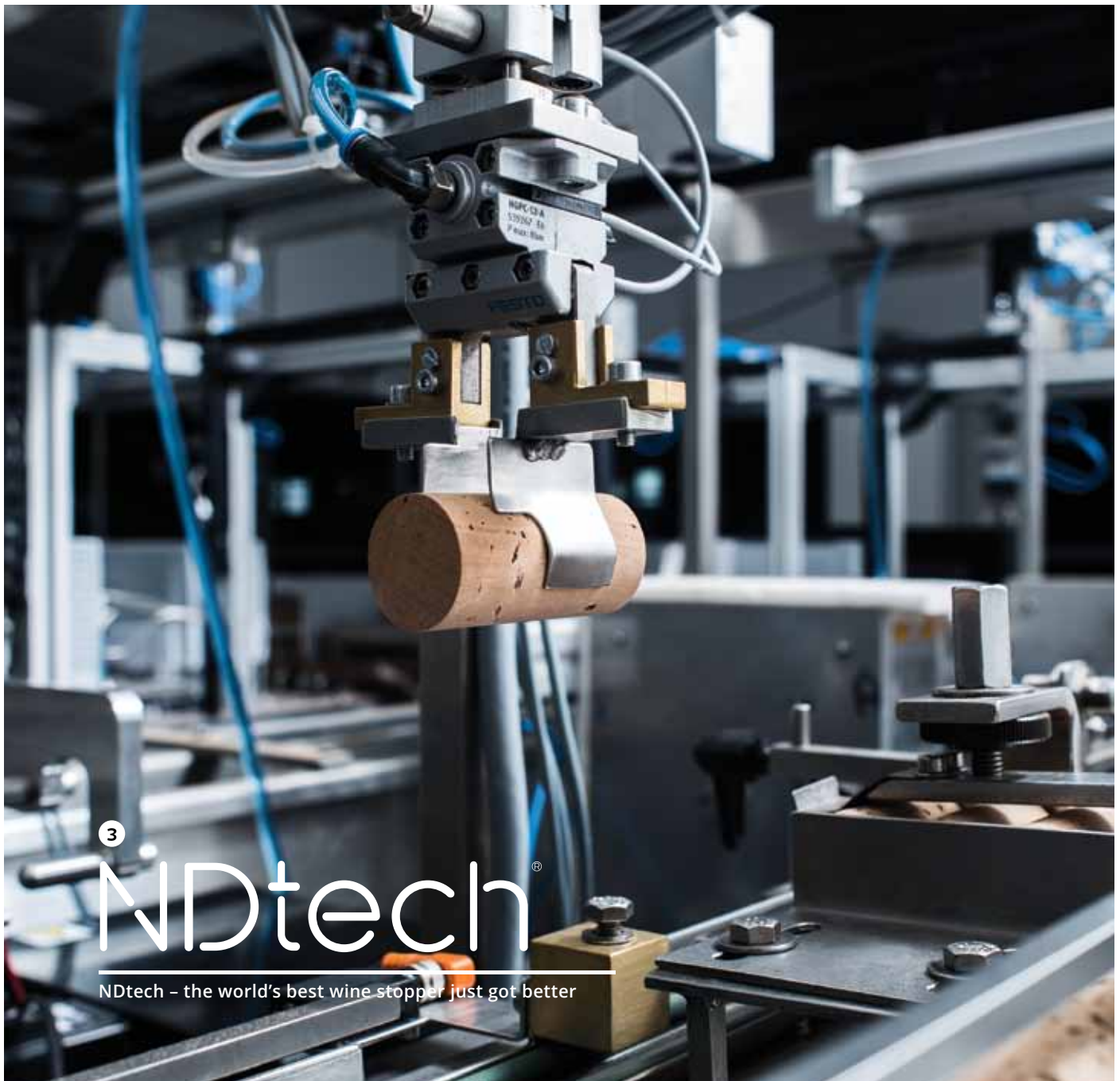


BARK TO BOTTLE

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3
NDtech[®]

NDtech - the world's best wine stopper just got better



“NOW, WITH NDTECH,
WE HAVE MADE THE
WORLD’S BEST WINE
STOPPER EVEN BETTER”.

NDTECH

NDtech – the world's best wine stopper just got better

The combination of ancestral knowledge with the latest technological innovations is a hallmark of modern wine production.

The same principle drives the cork industry, applying state-of-the-art techniques to one of the world's most amazing natural products – natural cork.

As the world's leading cork producer, Amorim has stood at the forefront of technological innovation in the sector and has now unveiled something that promises to revolutionise the wine industry – individualised screening of every natural wine cork, to deliver a non-detectable TCA guarantee*.

This breakthrough immediately sparked major media interest.

NDtech was presented at the 2016 Unified Wine & Grape Symposium, in January in Sacramento, California and has been chosen for the April Issue of the prestigious Wine Business Monthly as one of the top ten “cool products” revealed at the show.

Against a backdrop of consistent year-on-year growth in the wine industry, especially in crucial markets such as the U.S. and China, and consolidated perception amongst consumers that natural cork is synonymous with quality wines, individualised screening of every cork used will further cement natural cork's positioning as the world's premium wine closure.

“Amorim has experienced phenomenal growth in demand for natural cork stoppers over the past five years with annual sales increasing from 3 billion to more than 4 billion”, explains Amorim's Chairman and CEO, António Amorim.

“This is due, in part, to increasing awareness of cork's environmental and technical advantages and acknowledgement of the added value that a quality natural cork closure brings to bottled wine”.

“Now, with NDtech, we have made the world's best wine stopper even better”.

NDtech is the result of a five-year €10 million research and development project, developed through a partnership between Amorim and a specialist firm based in Cambridge, UK.

“Until now, no cork producer has been able to guarantee a technologically-based quality control system for natural cork stoppers that screens corks individually”, clarifies Amorim's Research & Development director Dr. Miguel Cabral.

“We have been working to achieve this goal for several years. Now we can examine an individual cork using sophisticated gas chromatography in just seconds, making the technology practical on a major industrial scale”.

“Until now, no cork producer has been able to guarantee a technologically-based quality control system for natural cork stoppers that screens corks individually”



* releasable TCA content below the 0.5 ng/L quantification limit; analysis performed in accordance to ISO 20752.

Previously, gas chromatography tests took up to 14 minutes, making it impossible to use on production lines.

Prior to NDtech, Amorim screened corks in laboratory-controlled batch tests, as part of its overall quality control measures for the 4.2 billion corks it produces each year. But the final goal was clear – to speed up the screening technology so it could be used on an automated basis in production lines.

With incredibly high precision, NDtech can detect any cork with more than 0.5 nanograms of TCA per litre (parts per trillion). These corks are removed from the production line automatically.

The level of precision necessary to meet this standard on an industrial scale for all corks examined is astounding, especially given that the detection threshold of 0.5 nanograms/litre is the equivalent of one drop of water in 800 Olympic-size swimming pools.

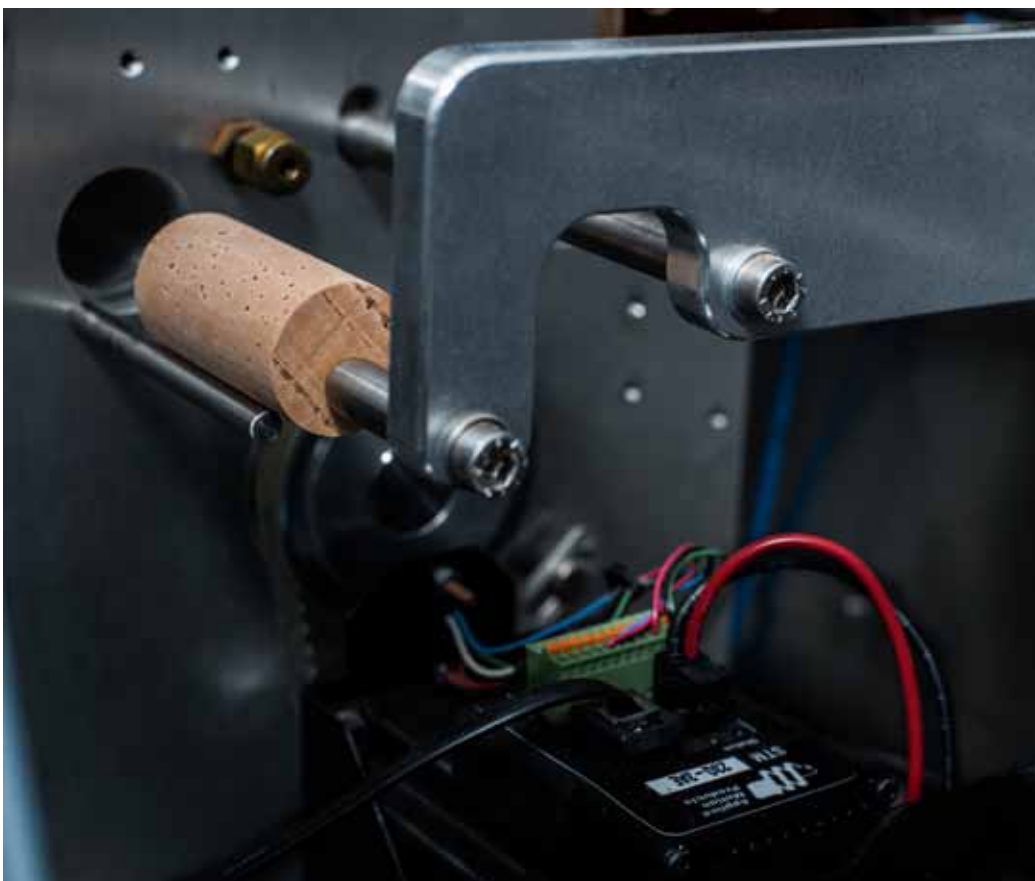


NDtech is complemented by Amorim's existing preventive, curative and quality control measures, including the patented ROSA Evolution treatment used during production.

Over recent years, Amorim has stood at the forefront of the fight against TCA (2,4,6 – trichloroanisole) — a naturally forming chemical compound that may arise in the packaged food and beverage industries — through the application of rigorous production standards and certified quality control methods.

NDtech will initially be applied to Amorim's top-end natural cork stoppers used on some of the world's most valuable wines.

The market launch includes various promotional assets, including a brochure, technical sheet, a video, premium packaging, sample boxes and dedicated transport boxes.



CONSISTENT SALES GROWTH OF CORK-FINISHED WINES HELPS CORTICEIRA AMORIM ATTAIN RECORD SALES IN 2015

Cork is increasing consolidating its position as the world's preferred wine closure, given that in key wine markets around the world, consumers consistently associate cork with quality wine.

Cork-finished wines are able to secure a price premium in comparison with wines sealed with alternative closures.

Recent US market data (as of 1/30/2016) disclosed by Nielsen on Sales per Closure Type for the Top 100 Premium Brands shows that cork-finished wines have a median price of \$13.21, which is \$3.67 higher than wines finished with artificial closures.

Although alternative closures – both synthetic and screwcap – are used for some higher-priced individual wines, in general the data reveals a lower pricing potential for non-cork finishes.

Sales volume for cork finished wines tops all price segments, and easily outstrips alternative closures in all price segments over \$10.

Over the last 5 years, the total US market share for cork-finished wines has risen from 50% to 59%.



The global importance of the US market was further leveraged in 2015 because the market's underlying growth was significantly amplified by appreciation of the US Dollar against the Euro.

As the largest producer and supplier of cork stoppers worldwide, these trends propelled Corticeira Amorim to achieve record sales performance in 2015, with total group sales of €604.8 M and 7.9% growth.

This is Amorim's fifth consecutive year of sales growth.

Two thirds of the group's sales currently derive from the Cork Stoppers business unit, which attained total sales of €393 million in 2015, a 10%-increase over the previous year, with a record number of 4.2 billion cork stoppers sold.

The US is also consolidating its position as the leading market for the group's products, not only in terms of cork stoppers, but other products such as cork composites.

Amorim's overall business excellence, innovation and rigorous production and quality standards, expanding worldwide distribution market, and launch of new path-breaking products such as Helix and NDtech, means that the group is expected to record substantial further sales growth in 2016.



CORK-SEALED BOTTLES WITHSTAND THE TEST OF TIME

When it comes to withstanding the ravages of time it's difficult to find a better protector than natural cork – that's one of the reasons why cork trees can live for over 400 years.

In New Zealand, a 113-year old bottle of wine – believed to be the country's oldest – was recently uncorked and sampled.

Edward Beetham decided it was finally time to taste a bottle of Pinot-blend wine made by his great uncle and aunt – William Beetham and his French wife Hermance – who established New Zealand's first winemaking venture.



He affirmed that he was “supremely confident” that it would be pleasant to taste.

When the cork was pulled before TV cameras in late 2015, the country's top wine critics stood nervous and expectant, but then confided that they were amazed that it had kept its “outstanding” taste, and that its fruit and floral aromas remained “buoyant and fresh”.

This astonishing fact is proof that natural cork can protect a wine for such an extended period of time – a feat that is unthinkable for any other stopper.

This is just one of numerous examples of cork-sealed bottles that have withstood the test of time.

In 2009, Champagne house Perrier-Jouët staged a historic tasting of twenty cork-sealed champagnes for 12 wine experts, including the oldest vintage champagne still in existence – a Perrier-Jouët 1825.

The handcrafted cork was still intact and had enabled the champagne to maintain its sparkle and the invited experts said they were astounded by its freshness, youthfulness and complexity of flavours.

In July 2010, 168 cork-sealed bottles of Maison Juglar and Veuve Clicquot champagne were recovered from a shipwreck at the bottom of the Baltic Sea.

Experts sampled both varieties of champagne and said they were amazed at how well preserved the champagne was – retaining some of its fizz after 200 years!

In an extremely delicate procedure, Amorim's technical champagne team then supervised replacement of the 200-year old corks with new corks – as close as possible to the shipwreck site to minimise any impact on the champagne.

In mid 2015, scuba diver Jon Crouse, discovered a vintage 120-year old bottle of Alexander Keith's beer in the waters of the Northwest Arm of Halifax Harbor, off Nova Scotia, in Canada.

The cork and bottle remained in good shape, with the beer fully intact inside the bottle. However given that beer doesn't age like wine or champagne, it is not likely to be drinkable, but will be sent for testing.

These examples confirm the conclusions drawn in successive scientific studies – that natural cork stoppers offer unrivalled qualities in terms of long-term protection of bottled beverages.



AMORIM CORK STOPPER USED TO SEAL 125-YEAR OLD AMONTILLADO VIEJO SHERRY

The Barbadillo group recently presented its exclusive set of 100 bottles of Versos 1891, each priced at €10,000 euros.

Each bottle is unique, with tailormade packaging, including individually hand-crafted Top Series® Prestige stoppers from Amorim.

The borders of the stopper are hand-painted with Platina and the interior of the bottle mouth is polished with a diamond drill.

The sherry derives from a barrel dedicated to Manuel Barbadillo in 1891 and classified as Amontillado Viejo in the late nineteenth century.

Amorim's Top Series®, which encompasses four ranges – Prestige, Elegance, Premium and Classic Value – is an innovative and exclusive collection of luxury capsulated natural cork stoppers, consisting of hundreds of different products, based on the latest production technologies.



CORK REINFORCES ITS POSITIONING AS THE BEST STOPPER FOR QUALITY WINES

The preference for natural cork to seal quality wines has been underlined over recent months as several winemakers who have experimented with alternative closures have returned to cork.

Examples include French producers Domaine Laroche and André Lurton, Australian producers Haselgrove and Rusden Wines, New Zealand producer Sacred Hill and wineries in South Africa, the United States and Spain.

One of the key factors underlying these choices has been the technological advances recorded in the cork industry over recent years, with rigorous quality control methods applied throughout the production process.

Another factor cited by winemakers is that the use of screwcaps to seal wines, especially for wines intended for ageing, often leads to the phenomenon of reduction which impairs the taste and leaves less expression for fruit or flower aromas.

The dominant market share of cork-sealed wines – which in the US market has risen from 50% to 59% over the last 5 years – is particularly pronounced for quality wines.

According to data from Nielsen (as of 1/30/2016), cork-finished wines have a market share of 68% for wines priced between \$10-\$15 and 84% for wines priced over \$15.

André Lurton was the first winery in the Bordeaux region to use screwcaps for classified whites in 2004, but in mid-2015 decided to return to cork due to the buying preferences of French wine trade buyers.

Given the clear market preference for cork stoppers, André Lurton has chosen to use cork stoppers for its Chateaux Rochemorin, Cruzeau, Couhins-Lurton and La Louvière wines.

Domaine Laroche – which won the “French Wine Producer of the Year” award in The International Wine & Spirit Competition (IWSC) in 2014 – has also recently chosen to seal all its wines with cork, ten years after deciding to use aluminium screwcaps. For 2013 vintages onwards all bottles are sealed with cork.

In an interview with the magazine, Wine Spectator, producer Grégory Viennois explained that he chooses the best quality cork and conducts quality control checks on all batches. “I think it’s important, because cork is a natural product and for sustainable development it’s very important”.

One of the key advantages of cork identified by Viennois is that it enables wines to age correctly in the bottle due to micro-oxygenation. “We need oxygen to remain alive. For wine it’s the same. It’s all a question of quantity and timing. With good cork selection we have a good permeation of oxygen, which enables the wines to evolve, but slowly. I think that’s why we like to open old wines. There is a new combination of molecules and we have new aromas and the incredible mystery of ageing in the bottle.”

“This is not a black and white issue”, concluded Viennois. “But I think that we will see evolution over the next five to ten years. We will change the style of our wines with cork because we have a very slow ingress of oxygen. We will see”.

The preference for natural cork stoppers to seal quality wines will be further reinforced in the near future as a result of Amorim’s launch of the pathbreaking individualised screening technology, NDtech (see separate article).

The combined impact of cutting edge technologies and consumer preference for cork, is likely to lead to further consolidation of the market share for cork-sealed wines over the near future.



NASA ASTRONAUT VISITS AMORIM

The unique protective qualities offered by natural cork have applications that reach well beyond the world of wine – and in certain cases extend into outer space!

Retired US astronaut, Don Thomas – who spent 43 days, 8 hours and 13 minutes in space on a mission for NASA – visited Amorim Cork Composites, in Trevor (USA), in December 2015 to thank the company for its support in developing a material that is extremely important for successful space missions.

A cork insulating solution for spacecraft thrusters, P50, is used by Orbital ATK as insulation and form material and played a decisive role in ensuring the safety of the four missions in which Thomas participated.

“I would not be here, safe and sound, if it weren't for your work guaranteeing that everything is done accordingly and that nothing fails”, Dan Thomas revealed to the employees of Amorim Cork Composites.

Ken Werthmann, Orbital ATK's director of systems engineering and integration explained how the product P50 will be used on future missions to deep space and Mars.



Speaking to one of the main local media outlets, Don Thomas said that on his first space mission he received a sample of the type of cork used to insulate aerospace vehicles, which still hangs on the wall of his home.

Bill Famiglietti, Director of Amorim Cork Composites in the USA revealed, “this visit gave us a huge sense of pride and simultaneously strengthened our commitment to ensure the quality and excellence of the materials we develop on a daily basis and thereby continue to contribute to the advancement of science and knowledge”.

Corticeira Amorim is dedicated to exploring multiple applications of natural cork and has been developing solutions for the aerospace industry for several decades, as a result of years of continuous testing of the density, flexibility, strength and other properties of cork and the need to ensure consistency in all the materials supplied.



TO THE GREAT EMPLOYEES AT
AMORIM CORK COMPOSITES —



photo: NASA

THANKS FOR YOUR OUTSTANDING
SUPPORT THAT HELPED MAKE THE
SPACE SHUTTLE PROGRAM A GREAT
SUCCESS!

Don Thomas

HELIX TURNS HEADS IN SOUTH AFRICA

Amorim's revolutionary twist-to-open Helix closure has sparked major media and consumer interest in South Africa in the wake of its mid-2015 launch.

The launch at the highly regarded symposium Cape Wine 2015 was presided over by António Amorim, Corticeira Amorim's Chairman and CEO, who pointed out that "The South African wine industry is internationally recognized for its receptivity to new ideas – an approach that Corticeira Amorim strongly identifies with. This positioning will undoubtedly be strengthened with the introduction of the innovative Helix packaging solution".

The following media activation campaign for Helix included a picnic concert for media, held in Cape Town's magnificent Kirstenbosch Botanical Gardens, attended by 5,000 people, including 20 influential bloggers, journalists and social media influencers.

The event's picnic setting – with great music, magnificent gardens and the pleasure of fine wine and a wide array of sustainable seafood – highlighted the quality, sustainability and convenience benefits offered by Helix.

"I've always preferred cork as a closure, but it was always a bit of a problem when I wanted to take a few bottles outdoors as I either forgot the corkscrew, or lost it along the way," explained Guy McDonald, a popular Cape Town radio presenter. "But here I am – outdoors, enjoying a fantastic music show with wine under cork, and not a corkscrew in sight! Helix is awesome."

Sam Linsell, a popular food and wine blogger, highlighted the elegance of Helix: "As a photographer as well as a writer, aesthetics are very important to me. The Helix cork is modern, stylish and I am sure it is something many of today's modern wine consumers have been waiting for, for ages – I know I have!"

Overall coverage of Helix in South Africa's lifestyle media has been tremendous, complemented by enthusiastic word-of-mouth amongst wine consumers.

Currently the major South African wine closed with Helix is Krone Pinot Noir Chardonnay, which has proved to be exceptionally popular since its introduction to the market.

Further media activations are planned for Helix in South Africa in the near future.

Originally unveiled at the International VinExpo wine fair in Bordeaux, in June 2013, and with its worldwide commercial launch in July 2014, Helix has been hailed as one of the greatest wine packaging innovations of the twenty first century.

To date it has received seven major international awards, including "New Technology" prize in the Innovation Challenge Lucio Mastro-Berardino awards, in Milan, Packaging Oscars in Paris and Milan and Best Green Launch, in the 2015 Green Awards of the London magazine, Drinks Business, since it combines cork's natural credentials with design and ease-of-use.

Helix is now available across 4 continents, with 24 brands already using this revolutionary product – in Australia, South Africa, Portugal, Spain, France, Italy, Germany and Austria.

In 2016, Bronco Wine Company – one of the largest US wine companies – is expected to launch a new wine brand, Red Truck, which will help establish a significant foothold for Helix in the US market – the world's largest wine market.



TOBIAS BRAUWEILER MS WINS FIRST AMORIM TASTER OF THE YEAR AWARD

German-born 33-year old Tobias Brauweiler MS, head sommelier at the London restaurant Hakkasan (Hanway Place), won the first edition of the Amorim Taster of the Year Award, recording the highest score in the Tasting section of the Master Sommelier examinations at The Dorchester, in December 2015.

As sponsor of the award, Amorim attributed a limited edition cork ice bucket, designed by the artist Filipe Alarcão and a trip to see Portugal's cork forests and Amorim's production procedures.

The new award was created in 2015 in the context of a unique sponsorship agreement signed between Corticeira Amorim and the Court of Master Sommeliers.



Founded in 1977, the Court of Master Sommeliers is the premier examining body for Sommeliers worldwide and regularly runs examinations for students globally, with only 220 sommeliers around the world entitled to use "MS" after their names.

Brauweiler has worked in the hospitality and wine trade for the last 13 years, working in 5-star hotels in Germany, then as Head Sommelier at Paarl in South Africa, Ellenborough Park Hotel, Cheltenham, 2010-2012, and the Ritz London, 2012-2014. Since 2014 he has been Head Sommelier at Hakkasan on Hanway Place, renowned for its far eastern cuisine. He attained Master Sommelier status in 2015.

In 2016, Brauweiler will be a judge for the Decanter World Wine Awards (DWWA).

At the award ceremony he confided, "It's a great honour to be the first person to receive the trophy Amorim Taster of the Year! I made a major effort to be up to the challenge. This competition has a very limited percentage of approval, which makes this recognition even more special".



INTERCORK II CAMPAIGN WINS FRANCE'S TOP/COM SILVER AWARD

The Intercork II campaign in France won a TOP/COM Silver award in the Corporate Communication Strategy section, in the 19th award ceremony held in Paris in February 2016.

The prestigious awards for business communication are organised by French communications group, Top/Com and cover other categories such as public relations, design and publishing. Other award winners include Zeiss, Unilever, Accor, Kronenburg, LVMH and Disneyland Paris.

The French campaign, conducted by We Agency, included interviews with leading French winemakers such as Philippe Guigal, of Domaine E. Guigal, Bernard Magrez, and Bernard Noblet, of Romanée Conti.

Originally launched in 2009, two Intercork campaigns have been organised to date. The Intercork III campaign, to be launched in 2016, will maintain the structure of a public-private partnership between the Portuguese state and the Portuguese cork association, APCOR.

The campaigns have helped the Portuguese cork industry record 3.9% annual growth of exports, and a €147 million euros increase in annual exports between 2009 and 2015. The total level of cork exports in 2015 approached €900 million, and the sector aims to attain €1 billion in the near future.



CORK
Culture. Nature. Future.

The Intercork II campaign concentrated on 9 markets – Germany, Spain, the United States, Canada, France, Italy and China, the United Kingdom and Scandinavia. The main focuses were to promote cork stoppers to wine producing countries and use of cork as a building material worldwide.

The campaign has fostered major media coverage around the world, with 7683 articles published, 84% targeted at general consumers. As part of the campaign, 132 journalists and opinion leaders visited the Portuguese cork industry in 2015. The campaign has also included advertising initiatives, presence in trade fairs, promotional and educational initiatives in retail outlets, schools and online.

In addition to the TOP/COM Silver award, Intercork II has garnered 14 major awards in Portugal and abroad, including the B2B Communication Campaign in the Grand Prix Stratégies Publics Relations 2015, competing against 50 other campaigns. In Portugal, InterCork won the best Communications campaign, in the Foreign Markets/ Institutional category, in the 3rd edition of the Communication Prizes, organized by Meios & Publicidade.

Intercork III is currently preparing public tenders in the key markets – US, France, Italy, UK, China and Germany – with a different agency organising the campaign in the respective market, in order to maximise local expertise.

AMORIM HOSTED A RECORD NUMBER OF VISITORS IN 2015

Amorim received a record number of visitors in 2015 – 4136 visitors, from 50 countries around the world. Visitors included clients from the wine industry and other business areas, designers, architects, opinion-makers and schools.

A total of 378 visits were organised to production units in the South and North of Portugal.

Visitors are particularly interested in travelling to cork oak forests in the South of Portugal during the harvesting period, when cork is stripped from the trees. The magic of this process is a constant source of amazement for visitors.

Requests from educational institutions to visit Amorim's installations are typically associated to specific disciplines, where the issue of sustainability is one of the main fields of interest. Students want to learn about the production process, in particular how cork is stripped from cork oak trees without damaging them.

Clients and opinion-makers aim to gain updates on recent industry advances in the production process, in terms of quality and technology.

As the world's biggest cork producer, Portugal is increasingly reinforcing its international positioning as a centre of expertise related to both cork and wine.



Wine-related tourism is on the rise throughout the world, and countries such as France have already placed major emphasis on this sector.

Over recent years there has been a major shift in the international perception of Portugal as a leading wine producer and the importance of cork for the wine trade is one of the vital ingredients in this positioning.

A survey organised by the IPDT, Instituto de Turismo in 2015 showed that 37% of international tourism operators considered that wine-related tourism is now Portugal's strongest visiting card abroad. This represents major growth given that in 2012 only 7% of respondents shared this opinion.

One of the reasons for this growth is the expansion of city breaks to Porto and Lisbon – where wine-related tourism is one of the key attractions.

Cork-related tourism has not yet been targeted as a prime tourism asset, but it is already an important calling card for tourism to the Alentejo region, that harbours the world's biggest concentration of cork oak forests.



AMORIM

CORK TAKES CENTRE STAGE AT VINISUD

Cork took centre stage during the 12th edition of Vinisud – the international Mediterranean wines and spirits trade fair – that ran 15-17 February in Montpellier, with the cork industry as official partner.

Vinisud is the biggest international showcase for wines and spirits from the Mediterranean, the world's leading wine region, that accounts for more than 53% of world production.

The 2016 edition's logo featured a wine cork depicted as a sailing boat. The 31,867 visitors to Vinisud, including 9,784 from abroad, were greeted by two artistic installations built from wine corks and original sketches by wine artist and humourist, Rémy, entitled "It's a bottleneck in Paris and we're pulling out the cork".

The Vinisud Digital Hub also included three 2-metre interactive frescoes dedicated to the "cork experience", explaining the performance of cork closures.

In a joint initiative between the cork industry and France Cancer, 50,000 corks were collected in the 2000 bins located around the trade show.



The trade fair also included a master class on wine faults, a joint initiative between Portugal's APCOR and the Fédération Française du Liège (FFL) with around 90 participants, from France, United States, Switzerland, UK, Belgium, Germany and Spain, Estonia, Netherlands.

Producers attending the event included French producers from Languedoc, Roussillon, Provence, the Rhone Valley, South-West and Corsica and wine producers from Spain, Italy, Portugal, Tunisia, Turkey, Morocco and Algeria.





NDtech[®]

The world's first natural cork with a non-detectable TCA guarantee*

GUARANTEED EXCELLENCE

THE WORLD'S BEST WINE STOPPER JUST GOT BETTER

The **NDtech** technology individually checks each wine stopper, allowing Amorim to deliver the world's first natural cork with a non-detectable TCA guarantee*. Winemakers rely on our dedication to supply the world's best stoppers. **NDtech** is the latest step to complement Amorim's proven preventive, curative and quality control methods, delivering the supreme guardian for wine.

For additional information on this wine packaging breakthrough, please visit amorimcork.com.

DROP US A LINE

For more information about cork and/or Amorim please drop a line to The Editor, Bark to Bottle
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